8863441 Ver# 11 Status Revised Traffic Order# 37381

Printed: 10/22/2012 9:44 AM Last Received: 10/22/2012 8:25 AM

Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS

Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D

Estimate#

Rep Order#

EC'd Yes

Buyer MICHAEL DETTORRE

Phone# Fax# Agency () SHORR JOHNSON MAGNUS

1831 CHESTNUT ST PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON Salesperson () MIKE JONES 1 of 9

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK TOTAL - \$70,635

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	400A-459A		:30	\$25.00	10/09-10/12	5	1	5	\$125.00	
		Buyli	ne Comment:	NEWS								
	2	M	400A-459A		:30	\$25.00	10/15-10/15	2	1	2	\$50.00	
		Buyli	ne Comment:	NEWS								
	3	TU-F	700A-900A		:30	\$165.00	10/09-10/12	10	1	10	\$1,650.00	
		Buyli	ne Comment:	THS MRN								
											2405 00	
	4	M	700A-900A		:30	\$165.00	10/15-10/15	3	1	3	\$495.00	
		Buyli	ne Comment:	THS MRN								
	5	TU-F	500A-600A		:30	\$185.00	10/09-10/12	11	1	11	\$2,035.00	
	5		ne Comment:		. 50	\$165.00	10/09-10/12	11	•		+1,000.00	
	6	М	500A-600A		:30	\$185.00	10/15-10/15	3	1	3	\$555.00	
		Buyli	ne Comment:	NEWS								
	7	TU-F	600A-700A		:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00	
		Buyli	ne Comment:	NEWS								

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Adve: Produ	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		1831 CI PHILAI	Agency () SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office () WASHING Salesperson () MIKE JONI				
Buyer Phone Fax#	•	MICHAEL	DETTORRE		Flight Dates Hiatus Weeks		/2012 - 10/15/20	012	Salesperson Salesperson		202-872- 202-872-		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	 8	 М	600A-70CA			:30	\$250.00	10/15-10/15	2	1	2	\$500.00	
			ine Comment:										
	9	TU-F	1200P- 1230P			:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
		Buyl	ine Comment:	NEWS									
	10	М	1200P- 1230P			:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
		Buyl	ine Comment:	NEWS									
	11	TU-F	300P-40CP			:30	\$375.00	10/09-10/12	4	1	4	\$1,500.00	
		Buyl	ine Comment:	ELLEN									
	12	М	300P-40CP			:30	\$375.00	10/15-10/15	1	1	1	\$375.00	
		Buyı	ine Comment:	ELLEN									
	13	TU-F	1000A- 1100A			:30	\$400.00	10/09-10/12	1	1	1	\$400.00	
		Buyl	ine Comment:	PRICE RITE									
	14	М	1000A- 1100A			:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
		Buyl	ine Comment:	PRICE RITE									
	15	TU-F	900A-			:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
		Buyl	1000A ine Comment:	KELLY									
	16	М	900A-			:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
		Buyl	1000A ine Comment:	KELLY									
		-									•	00.00	
	17	TU-F	1100A- 1200P			:30	\$500.00	10/09-10/12	0	0	0	\$0.00	
		Buyl	ine Comment:	YNG & RSTLSS									

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Adverti: Product	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		Agency	1831 C	HESTNU DELPHIA	JOHNSON MA T ST A, PA 19103	AGNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
Buyer Phone#	1	MICHAEL DETTOR	RE	Flight I Hiatus	Dates		/2012 - 10/15/20	012	Salesperson Salesperson		202-872-9 202-872-0		
Fax# LT	Ln	Day Time	Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	 *18	M 11007	\-	•		:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
		Buyline Com	ment: YNG & RSTLSS										
		Sales Remark:	V11 .										
		V11 Comment Cha	inged, Spots/week Change	ed									
	19	SU 500P- Buyline Com	-700P			:30	\$215.00	10/14-10/14	0	0	0	\$0.00	
		Bayline Co.u	menc. NENS										
	20	SA 500P- Buyline Com	-70CP ment: NEWS			:30	\$185.00	10/13-10/13	2	1	2	\$370.00	
		,											
	21	TU-F 500P-	-630P			:30	\$400.0C	10/09-10/12	8	1	8	\$3,200.00	
		Buyline Com											
		-											
	22	м 500Р-	-630P			: 30	\$400.00	10/15-10/15	2	1	2	\$800.00	
		Buyline Com	ment: NEWS										
	23	TU-F 430P-	-500P			:30	\$350.00	10/09-10/12	8	1	8	\$2,800.00	
		Buyline Com	ment: NEWS										
	24		-500P			:30	\$350.00	10/15-10/15	2	1	2	\$700.00	
		Buyline Com	ment: NEWS										
										_		0165 00	
	25		-800P			: 30	\$165.00	10/13-10/13	1	1	1	\$165.00	
		Buyline Com	ment: ET WKND										
	26	TU-F 700P-	-80CP			:30	\$300.00	10/09-10/12	3	1	3	\$900.00	
	20		ment: ET/INSDR			. 30	\$300.00	10/03 10/12	J	•	•	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
		20,12											
	27	м 700Р-	-800P			:30	\$300.00	10/15-10/15	2	1	2	\$600.00	
			ment: ET/INSDR										
	28	TU-F 630P-	-700P			:30	\$275.00	10/09-10/12	1	1	1	\$275.00	
		Buyline Com	ment: INS EDIT										

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I	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		.Y	Agency () SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES						
I	Buyer Phone# Fax#	MICI	HAEL DI	ETTORRE		Flight Da Hiatus W	ites		2012 - 10/15/2012	2	Salesperson Salesperson		202-872-9 202-872-0		
L		Da	У	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-															
	29	М		630P-700P				:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
			Buylir	e Comment:	INS EDIT										
	30	TU		800P-900P				:30	\$12,000.00	10/09-10/09	1	1	1	\$12,000.00	
			Buylir	e Comment:	NCIS										
	31	TU		1000P- 1100P				:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00	
			Buylir	e Comment:	VEGAS										
	32	TU		900P- 1000P				: 30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
			Buylir	e Comment:	NCIS LA										
	33	тн		900P- 1000P				:30	\$1,800.00	10/11-10/11	0	0	0	\$0.00	
			Buylir		PERS OF INT										
	34	su		700P-80CP ne Comment:	60 MIN			:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
	35	М		1000P- 1100P				:30	\$1,900.00	10/15-10/15	0	0	0	\$0.00	
			Buylir	ne Comment:	IIAWAH										
													•	20.00	
	36	М		900P- 1000P				:30	\$2,200.00	10/15-10/15	0	0	0	\$0.00	
			Buylir	ne Comment:	2 GRL/MIKE&MLLY										
	37	su		1000P- 1100P				:30	\$1,900.00	10/14-10/14	1	1	1	\$1,900.00	
			Buylir	ne Comment:	MENTALIST										
	38	F		1000P-				:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
			Buylir	1100P ne Comment:	BLUE BLOODS										
			-												

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Station Advertise Product Estimates		BERKLEY/SENATE/D			Agency () 1831 CH PHILAE	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES								
Bu Ph	timate# iyer ione# ix#	MIC	HAEL D	ETTORRE		Agency C/P1/P2/E Flight Dates Hiatus Weeks		/2012 - 10/15/201	2	Salesperson Salesperson		202-872-9 202-872-9		
LT	Ln	Da		Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	39	F		900P- 1000P			:30	\$1,200.00	10/12-10/12	0	0	0	\$0.00	
			Buyli	ne Comment:	: MD IN JRSY									
	40	su	Ī	900P- 1000P			:30	\$1,400.00	10/14-10/14	1	1	1	\$1,400.00	
			Buyli	ne Comment:	: GD WIFE									
	41	F		800P-900F	•		:30	\$1,200.00	10/12-10/12	0	0	0	\$0.00	
			Buyli	ne Comment:	: CSI: NY									
	42	М	Buvli	800P-900F	: MOTHR/PRTNR		:30	\$1,600.00	10/15-10/15	1	1	1	\$1,600.00	
										_	•	•	22.22	
	43	TH		1000P- 1100P	- EL PIOLEDY		:30	\$2,200.00	10/11-10/11	0	0	0	\$0.00	
			Биутт	ne Comment:	ELEMNIKI									
	44	su		800P-90CF ne Comment:	: AMZING RACE		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
	45	W		800P-900F			:30	\$1,900.00	10/10-10/10	1	1	1	\$1,900.00	
	45	**	Buyli	ne Comment:			. 30	\$1,900.00	10/10-10/10	•	•	•	41,300.00	
	46	W		900P-			:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
			Buyli	1000P ne Comment:	: CRIM MINDS									
	47	W		1000P-			:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
			Buyli	1100P ne Comment:	: CSI									
	48	тн		900P-			:30	\$2,100.00	10/11-10/11	1	1	1	\$2,100.00	
	10	117		1000P	: BGBNG/2.5 MEN		. 50	72,100.00	10/11-10/11	•	•	-	,	
			,											

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A P	Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#		Agency (183 PHI Agency C/P1/I	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES										
B Pl	uyer hone# ax#	MICI	HAEL D	ETTORRE		Flight Dates Hiatus Weeks	10/09	/2012 - 10/15/2	012	Salesperson Salesperson		202-872- 202-872-		
LT		Da	У	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	49	SA		1000P- 1100P			:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
			Buyli	ne Comment:	48 HR MYST									
	50	TU	-F	1135P- 1237A			:30	\$200.00	10/09-10/12	4	1	4	\$800.00	
			Buyli	ne Comment:	LTTRMAN									
	51	м		1135P- 1237A			:30	\$200.00	10/15-10/15	2	1	2	\$400.00	
			Buylir	ne Comment:	LTTRMAN									
	52	TU	-F	1237A- 137A			:30	\$110.00	10/09-10/12	4	1	4	\$440.00	
			Buylir	ne Comment:	FRGUSN									
	53	М		1237A- 137A			:30	\$110.00	10/15-10/15	1	1	1	\$110.00	
			Buylir	ne Comment:	FRGUSN									
	54	SA	-su	1100P- 1130P			:30	\$300.00	10/13-10/14	2	1	2	\$600.00	
			Buylir	ne Comment:	NEWS									
	55	TU	-F	1100P- 1130P			:30	\$500.0C	10/09-10/12	4	1	4	\$2,000.00	
			Buylir	ne Comment:	NEWS									
	56	м		1100P- 1130P			:30	\$500.0C	10/15-10/15	1	1	1	\$500.00	
			Buylir	ne Comment:	NEWS									
	58	SU		630A-800A			:30	\$215.00	10/14-10/14	2	1	2	\$430.00	
			Buylin	e Comment:	SUN MRN									

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Advertiser Product	Advertiser () BERKLEY, SHELLY		1831 CH	IESTNUT DELPHIA,	OHNSON MAG ST , PA 19103	NUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES				
Buyer Phone# Fax#	MICHAEL DETTORRE	F	Tight Dates Tiatus Weeks		2012 - 10/15/2012		Salesperson l	Phone# FAX#	202-872-58 202-872-02		
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
59	SU 800A-83CA Buyline Comment:	NEWS		:30	\$215.00	10/14-10/14	1	1	1	\$215.00	
60	SU 830A-900A Buyline Comment:	FACE NATN		:30	\$265.00	10/14-10/14	1	1	1	\$265.00	
61	TH 1000P- 1030P Buyline Comment:	FT		:30	\$300.00	10/11-10/11	0	0	0	\$0.00	
62	TH 1030P- 1100P Buyline Comment:			:30	\$275.00	10/11-10/11	0	0	0	\$0.00	
63	SA 930A- 1200P Buyline Comment:			:30	\$300.0C	10/13-10/13	2	1	2	\$600.00	
64	SA 800P- 1000P Buyline Comment:			:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
65	TH-F 800P- 1000P Buyline Comment:			:30	\$30.00	10/11-10/12	1	1	1	\$30.00	
66	TII 1000P- 1100P	PERSON OF INTEREST		:30	\$1,800.00	10/11-10/11	3	1	3	\$5,400.00	
67	TII 400A-459A Buyline Comment:			:30	\$50.00	10/11-10/11	1	1	1	\$50.00	
68	F 400A-459A Buyline Comment:	NEWS		:30	\$25.00	10/12-10/12	1	1	1	\$25.00	

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Station I Advertiser Product Estimate#		KLAS-TV LAS VEGAS () BERKLEY, SHELLY BERKLEY/SENATE/D			Agency (1831 C PHILA Agency C/P1/P2/	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES							
Buye Phon Fax#	r e#	MICHAEL DETTORRE			Flight Dates Hiatus Weeks	10/09/2012 - 10/15/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	69	F	800P-900	P		:30	\$2,100.00	10/12-10/12	1	1	1	\$2,100.00	
		Bu	yline Comment	:: NCIS									
	*70	SA	730P- 1000P			:30	\$215.00	10/13-10/13	1	1	1	\$215.00	
			yline Comment										
		Sales	Remark:	V11 .									
		V11 C	omment Change	d, Spots/week Changed									
	71	SA	1135P- 1235A			:30	\$60.00	10/13-10/13	1	1	1	\$60.00	
		Bu	yline Comment	: PRIVATE PRACTICE									
	72	М	400A-459	A		:30	\$25.00	10/15-10/15	1	1	1	\$25.00	
		Bu	yline Comment	: NEWS									

-- REPORT TOTALS---

Report Totals: 141 / \$70,635.00

--SALES MONTHLY TOTALS-

Oct 12: 141 / \$70,635.00

Sales Totals: 141 / \$70,635.00 Station Totals: 141 / \$70,635.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$235,450 25% KTUD 0% Market Totals CABL 0% KLAS 30% KSNV 40% KTNV KVCW 0% 90 5 ક UNKN 0% KVMY KVVU

Books null Demos RA35+
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 All Lines

) WASHINGTON

) MIKE JONES

StationKLAS-TV LAS VEGASAgency() SHORR JOHNSON MAGNUSRep FirmAdvertiser() BERKLEY, SHELLY1831 CHESTNUT STSales OfficeProductBERKLEY/SENATE/DPHILADELPHIA, PA 19103SalespersonEstimate#Agency C/P1/P2/E

Estimate# Agency C/P1/P2/E

Buyer MICHAEL DETTORRE Flight Dates 10/09/2012 - 10/15/2012 Salesperson Phone# 202-872-5880

Phone# Hiatus Weeks Salesperson FAX# 202-872-0263